



UNIVERSITY OF RUHUNA

FACULTY OF GRADUATE STUDIES

Master of Business Management Degree Programme

1000 Level Semester Two Examination (April/May 2019)

Academic Year 2018/2019

MBM 12103: Information Management and Communication Systems

Duration: Three hours

The Question Paper contains 05 questions

Answer all questions

Question 1.

Tracking how well Information Communication Technology (ICT) solutions improve performance of your organization is a must.

- a) Explain the relationship between organizations and Information Technology. (05 marks)
 - b) Explain how Information Systems impact on organizations. (05 marks)
 - c) What ICTs are most influential to contemporary businesses? Briefly explain. (10 marks)
- (Total Marks 20)

Question 2.

- a) Business organizations are hierarchies consisting of three principal levels: senior management, middle management, and operational management. Information systems serve each of these levels.

Explain the types of information systems relevant to each of these levels (Use graphical illustration to explain types of information systems in each level).

(05 marks)

- b) In a traditional file environment, different functions in the business (Marketing, Accounting, Finance, Human Resource, etc.) maintain their own separate files and databases.

Discuss the problems in data management that occur in a traditional file environment.

(05 marks)

(Total Marks 10)

Question 3.

- a) Briefly explain what 'Enterprise Systems' is and business values of 'Enterprise Systems'.

(05 marks)

- b) E-commerce has grown so quickly, because of the unique features of the Internet, which are richer and more powerful than previous technology revolutions (such as radio and TV).

Discuss briefly four (4) unique features of the Internet, which have caused to expand e-commerce.

(05 marks)

(Total Marks 10)

Question 4.

You are given a task to coordinate an implementation of a new computer network for your organization with wired and wireless capabilities.

- a) Briefly discuss the important factors that should be considered before the implementation of a computer network.

(05 marks)

- b) Briefly explain the security enforcement mechanism that can be used to maximize the data security on the organization network.

(05 marks)

(Total Marks 10)

Question 5.

Management Information System Development process cannot be executed only by the system developers, but the organization itself has a significant role to play in different phases of the development.

- a) Briefly discuss the importance of the “requirement analysis” phase of information systems development.

(05 marks)

- b) Briefly explain the “functional” and “non-functional” requirements of Management Information Systems Development with examples.

(05 marks)

(Total Marks 10)

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